GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:4788
ANSWERED ON:24.08.2001
METRO PRIME TIME SLOT
PUSHPDAN SHAMBHUDAN GADHAVI

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether reputed broadcasters and film makers have lost several crores of rupees by way of telecast fee on Metro Prime Time (MPT) of Prasar Bharati during the last two years;

(b) if so, the details of prime time slots given to various producers/broadcasters during the last two years;

(c) whether the credibility of Prasar Bharati has declined due to low content and non-viable projects; and

(d) if so, the steps the Government propose to take to enhance the image of Prasar Bharati?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING (SMT. SUSHMA SWARAJ)

(a): Prasar Bharati have intimated that they have no such information.

(b): Details of prime time slots given to various producers/broadcasters during the last two years are given in the Annexure.

(c): No Sir.

(d): Doordarshan has taken several steps to improve its image and to ensure telecast of quality programmes on national channels. Doordarshan has revised the guidelines for sponsored programmes, revised the commercial rate cards of Doordarshan national, metro and regional channels, and restructured slotting of programmes. The revised guidelines also provide for concessions to talented young producers to supply quality programmes for Doordarshan channels.

ANNEXURE

ANNEXURE REFFERED TO IN REPLY TO PART (b) OF LOK SABHA UNSTARRED QUESTION NO. 4788 FOR ANSWER O 24/08/2001.

Details of prime time slots given to various producers / broadcasters on DD Metro during the last two years:

Sl.No.	Name of prog	Name of the producers	Time slot
1.	NYAY	M/s. Nimbus Communications	8.00 P.M. Monday to Friday Later shifted to 2.00 P.M.
2.	DHOOP CHHAON	M/s. Sonu Films	9.30 P.M. Monday
3.	MUQADDAR	M/s. Arora Films	9.00 P.M. Monday
4.	IN TOUCH	M/s. Denim Enterprise	9.30 P.M. Friday
5.	BHABHI MAA	M/s. Hansha Vision	8.30 P.M. Tuesday
6.	AAJA HASA JAA	M/s. Bisawa Creations	9.30 P.M. Tuesday
7	JUHI	M/s. Airtime	8.30 P.M. Sunday Later shifted to Wednesday and again shifted to Thursday.

8. FRONT PAGE M/s. Nimbus Communications 8.30 P.M. Thursday

9. AGNIPATH M/s. Expression Films and Video Unit 9.30 P.M. Thursday
10. WE LOVE YOU M/s. Sood Telefilms 10.00 P.M. Sunday Later shifted to 9.30 P.M. Friday
11. SHOW NO. 1 M/s. Ad Impact Communications 8.30 P.M. Saturday
12. ALL IN ALL M/s. Guruji Films 8.15 A.M. to 9.00 A.M. Sunday
13. BOLLYWOOD MAIL M/s. Indradhanush TV -do-
14. THE COMPUTER SHOW M/s. Moving Pictures 11.30 A.M. Sunday
15. FAMILY FIT GAANE HIT M/s. Radical Entertainment 9.00 P.M. to 10.00 P.M. Sunday
16. HUNGAMA UNLIMITED M/s. Pritish Nandy Commn. Pvt. Ltd. 9.00 P.M. to 10.00 P.M. Sunday
17. DR. DELTA M/s. Today Vision 9.00 A.M. Sunday
18. ZENITH COMPUTER SHOW M/s. Zenith Computer Ltd. 11.00 A.M. Sunday
19. SATYA M/s. UTV 9.00 P.M. Thursday
20. BULK AIR TIME M/s. Nine Network Australia Pty. Ltd. 7-10 p.m. (daily)